

ADI (rank)	1989 TSA households (000)			ADI (rank)	1989 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Dallas-Fort Worth (8)	286	209	209	Indianapolis (26)	118	96	127
Davenport, Iowa-Rock Island-Moline, Ill. (79)	45	43	57	Jackson, Miss. (85)	29	45	60
Dayton, Ohio (49)	70	77	70	Jackson, Tenn. (180)	23	—	—
Denver (19)	171	108	182	Jacksonville, Fla. (57)	44	64	60
Des Moines (66)	51	52	57	Johnstown-Altoona, Pa. (88)	11	38	71
Detroit (7)	263	204	335	Jonesboro, Ark. (176)	27	—	—
Dolan, Ala. (159)	9	32	—	Joplin, Mo.-Pittsburg, Kan. (121)	27	24	26
Duluth, Minn.-Superior, Wis. (123)	32	23	27	Kansas City, Mo. (30)	102	97	122
El Centro, Calif.-Yuma, Calif. (181)	6	4	9	Knoxville, Tenn. (60)	59	37	75
El Paso, Tex. (102)	37	23	40	La Crosse-Eau Claire, Wis. (129)	18	21	37
Elmira, N.Y. (169)	11	—	12	Lafayette, Ind. (194)	—	9	—
Erie, Pa. (141)	20	16	32	Lafayette, La. (113)	33	47	—
Eugene, Ore. (120)	24	26	19	Lake Charles, La. (173)	—	—	36
Eureka, Calif. (187)	—	5	7	Lansing, Mich. (105)	—	40	43
Evansville, Ind. (91)	43	29	39	Laredo, Tex. (199)	3	2	4
Fargo, N.D. (109)	26	27	28	Las Vegas (94)	32	28	35
Flagstaff, Ariz. (205)	—	—	8	Laurel-Hattiesburg, Miss. (165)	—	6	31
Flint-Saginaw-Bay City, Mich. (58)	73	35	85	Lexington, Ky. (75)	34	44	45
Florence, S.C. (132)	17	41	—	Lima, Ohio (197)	—	—	17
Fort Myers-Naples, Fla. (98)	25	34	37	Lincoln-Hastings-Kearney, Neb. (95)	21	36	13
Fort Smith, Ark. (140)	23	23	18	Little Rock, Ark. (55)	72	59	80
Fort Wayne, Ind. (101)	43	30	33	Los Angeles (2)	609	441	614
Fresno-Visalia, Calif. (62)	50	37	52	Louisville, Ky. (46)	55	78	94
Gainesville, Fla. (167)	21	—	—	Lubbock, Tex. (150)	15	18	22
Glendive, Mont. (212)	—	1	1	Macon, Ga. (130)	19	35	20
Grand Junction, Colo. (179)	7	10	5	Madison, Wis. (90)	33	39	35
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	75	64	93	Mankato, Minn. (208)	—	10	—
Great Falls, Mont. (182)	12	8	7	Marquette, Mich. (184)	—	18	—
Green Bay-Appleton, Wis. (67)	64	43	62	McAllen-Brownsville, Tex. (114)	22	21	19
Greensboro-Winston-Salem-High Point, N.C. (48)	76	74	78	Medford, Ore. (152)	14	15	29
Greenville-New Bern-Washington, N.C. (106)	26	32	56	Memphis (41)	61	89	130
Greenville-Asheville-Spartanburg, S.C. (36)	77	81	112	Meridian, Miss. (177)	16	6	6
Greenwood-Greenville, Miss. (170)	20	11	—	Miami (14)	185	141	181
Hagerstown, Md. (196)	—	—	14	Milwaukee (28)	93	78	110
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	58	54	92	Minneapolis-St. Paul (13)	175	174	157
Harrisonburg, Va. (199)	13	—	—	Minot-Bismarck-Dickinson, N.D. (148)	10	19	30
Hartford-New Haven, Conn. (23)	117	125	83	Missoula, Mont. (174)	19	10	18
Helena, Mont. (209)	—	—	4	Mobile, Ala.-Pensacola, Fla. (63)	61	65	74
Houston (10)	239	145	198	Monroe, La.-El Dorado, Ark. (118)	14	45	30
Huntsville-Decatur-Florence, Ala. (80)	44	37	48	Montgomery-Selma, Ala. (107)	13	31	60
Idaho Falls-Pocatello (160)	13	13	18				

Sohmer to create extensive promotional campaign for 'Boss' syndication debut

Columbia Pictures Television has hired former network promotion guru Steve Sohmer to create a multimillion dollar market-by-market promotion campaign for the off-network *Who's The Boss?*, which debuts in syndication next fall.

Sohmer was among the most widely praised network promotion executives of his time, at both CBS and then NBC, where he created the "Be There" campaign, which was implemented during the network's climb from the cellar to first place.

He left NBC in 1986 to become president and chief operating officer of Columbia Pictures, and formed his own production and marketing company in October 1987.

The creative details of the *Boss* promotion will be announced at the Broadcast Promotion and Marketing Executives/Broadcast Designers Association in June.

But Columbia officials and Sohmer stressed last week at a press conference that Sohmer was hired to develop a campaign not unlike those he developed at the networks that were praised for their attention to individual affiliate needs.

The approach will be to promote and position not just the show itself, but also the entire early fringe and news time block or news-access block, depending where the

show is scheduled. "This will be a station driven campaign," said Sohmer. "We will think through the programming environment the show is in." Actor Tony Danza and the rest of the *Boss* cast will cooperate in producing station-tailored promos, as their schedules permit, said Sohmer.

Sohmer was somewhat critical of the way *The Cosby Show* has been promoted by Via-

com, suggesting that that company put too much emphasis on promoting the show itself and not enough focus on positioning the show within the schedule. "Where was Bill Cosby saying stick around for the best news in town?" Sohmer asked, adding that Cosby has so far failed to give the substantial boost to lead-out programming that Viacom suggested it would. □

NBC hopes boxing is one-two punch

Network is putting more resources behind 'NBC Boxing Tour' to woo more advertisers and viewers

Already reacting to the certain loss of baseball telecasts in 1991, NBC has decided to add muscle to its boxing telecasts, and last week it announced a new marketing plan for the 1989 "NBC Boxing Tour." The network is planning to beef up its rights acquisition budget and is hoping to get additional sponsors to supplement the existing commitment of Anheuser-Busch. Jonathan Miller, NBC sports vice president for program planning and development, said the new effort should "help to keep boxing on network TV."

The plans were unveiled at a press conference last Wednesday (Jan. 25) held to promote its first matchup, a junior middle-weight championship bout between Robert (Bam Bam) Hines and Darrin (The Schoolboy) Van Horn, to be telecast from Atlantic City on Sunday, Feb. 5. One source sug-

gested that NBC spent more than \$300,000 to secure the rights to that fight—which will air on *NBC SportsWorld*—significantly more than the network was said to have traditionally spent. Since the networks rarely bid against each other for fights, NBC is hoping the extra money will be able to land rights for higher quality match-ups. TV boxing rights, according to several network executives, have been flat or moderately lower in recent years.

The network's boxing tour also serves as an illustration of how the broadcast networks are working hard to market their programming to advertisers. In addition to Anheuser-Busch it has also signed Castrol motor oil as a sponsor. The network has promised sponsors they will be able to choose the site of at least one bout, enabling them to use the fight more effectively for their own marketing.

Recently, most boxing sponsorship has been done by Anheuser-Busch and other beer companies. Many other advertisers are